

Advertising Design

Project

Students will create an advertisement for either an object that they own and use, or a social issue, event or cause. Using digital photography, drawings and any other digitized media, create an interesting and compelling ad that moves a person into action. Use humor; build a narrative within the picture, make us *think* about the object or cause.

The design must include;

Image: An image created solely by you ~ this could be any scanned image or digital photo.



Text: A Headline

A short sentence that hooks the viewer into the design, posing a question for the viewer to solve.
(Optional) Sub-Heading ~ a supporting sentence to the Headline.

Logo: Product/Cause Logo and Identity

You can use images from the internet or one that you create. This is the company “Branding” which identifies the owner of the ad or message.

Maximum 3 color design restriction!

You may only use a maximum of three colors within the entire design.
However, you may still tint, tone or shade the colors.

Process

1. Research examples of Advertising design from the links on the wiki, and from print magazines.
2. Choose an object that you use and enjoy, or a cause you want to bring attention to, and begin brainstorming headline ideas with a partner in class.
3. Create at least 3 thumbnail sketches exploring different concepts, color harmony and composition. Use the composition worksheet and the color wheel as guides. Finalize the Headline and sub-head.
4. Start collecting images using a digital camera or scanner (and the internet).
5. Create the design in Photoshop

Specifications: 6 x 8 (or 8 x 6) | 200 resolution | Save final as TIFF

Plan Ahead!

You will be creating a package design for the advertisement as well, so plan your images ahead of time so you don't have to recreate the entire file!